



Intel® Pentium® 4 Processor with HT Technology

Trademark and Logo Usage Guidelines



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Introduction

Overview

The Intel® Pentium® 4 Processor with HT Technology is available for desktop as Intel Pentium 4 Processor with HT Technology and mobile as Mobile Intel® Pentium® 4 Processor with HT Technology, and brings the performance benefits of Hyper-Threading Technology to desktop and mobile PC systems. HT Technology delivers extra performance by enabling the processor to work on multiple things at once, and is designed for today's multitasking environments.

Branding

The visual identity of the Intel Pentium 4 Processor with HT Technology is consistent with the Intel Pentium 4 processor. The key to the success of the Intel Pentium 4 Processor with HT Technology brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

Strategic Design

Intel® Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo “swirl” and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

Intel® Pentium® 4 Processor with HT Technology Name

The processor name reverses to white out of the specific blue of “Pentium® 4 HT.” “The Pentium 4 HT” Blue, Pantone® 279, provides an effective contrast and strong prominence for the white text.



Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand among its competitors.

“inside” Attribution

“inside” has been added to the lower right corner of the badge to complete the read-through from “Intel” to “Pentium 4 HT” to “inside.” It appears reversed to white from the “Pentium 4 HT” Blue to facilitate a smooth read-through.

Color Palette

The Intel® Pentium® 4 Processor with HT Technology brand color palette expresses the intelligence, precision, and premium nature of the Pentium® brand.

Use these colors as indicated here to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

Intel Blue = special match
CMYK = 100, 40, 0, 0
RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Intel Pentium brand family from other processor brands.

Pantone 279
CMYK = 78, 30, 0, 0
RGB = 86, 126, 185

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

Sizing

To maintain the legibility of the Intel® Pentium® 4 Processor with HT Technology logo, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)
wide for print

Print Minimum Size

For most print applications, the minimum size is .5" (1.27 cm) wide.



62 pixels
wide for online

Online Minimum Size

A 62-pixel wide version is available for use in online applications.

Backgrounds

Whenever possible, place the Intel® Pentium® 4 Processor with HT Technology logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



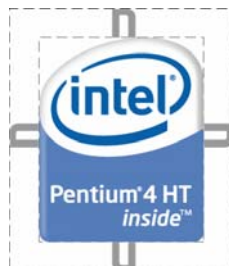
Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

Clear Space

To reinforce communication goals and maintain the strength of the Intel Pentium 4 Processor with HT Technology logo, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Pentium 4 Processor with HT Technology logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Pentium 4 Processor with HT Technology logo should be even and free from typography, illustration, or other graphic elements whenever possible.

Incorrect Usage

The following are examples of incorrect expressions of the Intel® Pentium® 4 Processor with HT Technology logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



Reproduction Specifications

The Intel® Pentium® 4 Processor with HT Technology logo print files have been created in vector format using Adobe® Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

* Other names and brands may be claimed as the property of others.

Artwork Formats

Print: Process Color

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

Print: Grayscale

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75", .5" widths

Print: Spot Color

Format: EPS

Colors: Intel Blue, PMS 221, K

Available sizes: 7.5", 1.25", .75", .5" widths

Print: Process with Spot Color

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

Web: RGB

Format: GIF

Colors: R, G, B

Available sizes: 120, 90 pixels heights;
62 pixels width; 60 pixels height for web
banner ad only

Rich Media: RGB

Format: EPS

Colors: R, G, B

Available size: 1" height

Presentation: RGB

Format: PNG

Colors: R, G, B

Available sizes: 150, 62 pixels widths

Disclaimer

You must use the disclaimers that follow if you:

- Use the logo
- Use the brand name in text (i.e., Intel® Pentium® 4 Processor with HT Technology)
- Use the combination of processor plus Hyper-Threading Technology (i.e., Intel® Pentium® 4 processor supporting Hyper-Threading Technology)

The logo makes it clear to PC system purchasers that a computer system has been verified to utilize Hyper-Threading Technology. As a result, when Intel uses the logo, it must include the following disclaimer:

"Look for systems with the Intel® Pentium® 4 Processor with HT Technology logo which your system vendor has verified utilize Hyper-Threading Technology. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/info/hyperthreading/> for information."

For stand-alone processor

To make it clear that other platform elements (in addition to the processor) are needed to enable Hyper-Threading Technology functionality, the following disclaimer must be used anytime Intel mentions the stand-alone desktop CPU (Intel® Pentium® 4 processor) with any reference to Hyper-Threading Technology:

"Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting Hyper-Threading Technology and an HT Technology enabled chipset, BIOS and operating system. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/info/hyperthreading/> for more information including details on which processors support HT technology."

Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo and/or brand mention appear, the following footnote must also appear:

Intel, the Intel logo, Pentium, and Pentium Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

When referring to the desktop processor, the name Intel® Pentium® 4 Processor with HT Technology should always be used in its complete form. When referring to the mobile processor, the name Mobile Intel® Pentium® 4 Processor with HT Technology should also always be used in its complete form.

The word "Mobile" is approved for use, and must be used as part of the name only when using an authentic Mobile Intel Pentium 4 Processor with HT Technology in a notebook, tablet, or other mobile PC.

Proper trademark usage rules include:

HT Technology is approved for use as part of the name "Intel® Pentium® 4 Processor with HT Technology." All other uses of HT Technology are approved for use as a generic acronym for "Hyper-Threading Technology" only pursuant to the following guidelines:

- When talking about the Intel® Pentium® 4 Processor with HT Technology, it is important to understand the difference between the processor name and the brand name. The processor name is Pentium® 4 Processor. When talking about a stand-alone processor that supports Hyper-Threading Technology, it would appear as follows: Intel® Pentium® 4 Processor supporting Hyper-Threading Technology. The processor brand name including the platform dependent brand extension is: Intel® Pentium® 4 Processor with HT Technology.
- The name "Intel® Pentium® 4 Processor with HT Technology" should always be used in its complete form and, since this trademark incorporates the noun "Processor," no additional nouns are approved after "Pentium 4."
- Additional nouns that can be used following the entire product name are: brand, logo, mark, and name (e.g., Intel® Pentium® 4 Processor with HT Technology logo).
- The words "Processor" and "Technology" and the letters "HT" should always be capitalized.
- The word "with" should never be capitalized.

Trademark Usage

- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Pentium® 4 Processor with HT Technology. No trademark symbol (such as ®, ™ or ™) should be used with the letters “HT” or the term “HT Technology.”
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Pentium® 4 trademark (e.g., Intel® Pentium® 4 Processor with HT Technology).
- Never hyphenate or abbreviate Intel® Pentium® 4 Processor. No space or hyphen should be used between the letters “HT.” No hyphen should be used between “HT” and “Technology.”
- Never incorporate Intel® Pentium® 4 Processor or HT Technology or any of the name into a third party’s company name, product brand name, or model number.
- The letters “HT” must always be used with the term “Technology.”
- The letters “HT” and/or the term “HT Technology” may not be used in any other logo or stylized format.
- “HT Technology” alone should not be used alone in any prominent places, such as in titles or paragraph headings.
- For products with an assigned processor number, the processor number replaces speed (GHz) in the brand text mention and must follow the processor brand name (e.g., Intel® Pentium® 4 Processor 5xx with HT Technology).
- The processor number must have the same text treatment as the rest of the brand name.
- For products that do not have assigned processor numbers, speeds should be represented in “dollars and cents” such as 2.20 GHz, 2 GHz, 1.13 GHz. The speed must be listed at the end of the entire brand name (including platform dependent brand extensions) when frequency is mentioned (e.g., Intel® Pentium® 4 Processor with HT Technology 3.20 GHz).

Trademark Usage

Examples of Intel® Pentium® 4 Processor with HT Technology Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Pentium® 4 Processor with HT Technology	Intel® Pentium® 4 Processor with Hyper Threading Technology
Intel® Pentium® 4 Processor with HT Technology	Pentium® 4 Processor with HT™ Technology
Intel® Pentium® 4 Processor with HT Technology	Pentium® 4 Processor with HT
Intel® Pentium® 4 Processor with HT Technology	Pentium® 4 w/HT
Intel® Pentium® 4 Processor with HT Technology	HT Pentium
HT Technology	h-t technology
HT Technology	H T Technology
HT Technology	HT™ Technology or HT Technology™
"XYZ computer" featuring the Intel® Pentium® 4 Processor with HT Technology	XYZ Pentium 4 HT computer
Hyper-Threading Technology in paragraph heading, followed by use of HT Technology in paragraph if space constrained and/or to avoid repetition in text.	HT Technology in paragraph heading
Intel® Pentium® 4 Processor 5xx with HT Technology	Intel® Pentium® 4 Processor with HT Technology 5xx
Intel® Pentium® 4 Processor with HT Technology 3.20 GHz	Intel® Pentium® 4 Processor 3.20 GHz with HT Technology
Intel® Pentium® 4 Processor with HT Technology 3.20 GHz with 800 MHz system bus	Intel® Pentium® 4 Processor with HT Technology 3.20 GHz and 800 MHz system bus

Examples of Mobile Intel® Pentium® 4 Processor with HT Technology Use:

CORRECT USAGE	INCORRECT USAGE
Mobile Intel® Pentium® 4 Processor with HT Technology	Intel® Pentium® 4 Mobile Processor with HT Technology
Mobile Intel® Pentium® 4 Processor 5xx with HT Technology	Intel® Pentium® 4 Processor with HT Technology 5xx Mobile

Thank You

Proper and consistent use of the Intel® Pentium® 4 Processor with HT Technology logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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